

PRESS RELEASE

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Puralytics Wins National “Water Investment Idol” Award

Summary:

Puralytics was selected as the best investment opportunity by a panel of experts and industry executives at the American Water Summit 2010 Conference in Washington DC. Puralytics was judged to provide the best return on investment among the early stage water industry companies presenting. Puralytics focuses on solving critical water contamination problems with environmentally superior products. The company has won several national awards in recent competitions including the CleanTech Open, Imagine H₂O, and The Artemis Project.

November 11, 2010

Beaverton, Oregon, USA

Puralytics, an emerging leader in advanced water purification technology, won the prestigious “Water Investment Idol” award at the American Water Summit 2010. The conference, organized by *Global Water Intelligence* publication, was attended by water industry executives, investment firms, and government officials. Among the early stage companies presenting, Puralytics was judged to be the most likely to provide a significant return to investors.

The worldwide water supply is under severe stress – a finite supply that is increasingly being contaminated, water demands that are constantly increasing, and an increasing awareness of the health risks associated with unregulated chemicals in drinking water. Puralytics new process effectively destroys difficult organic contaminants, such as pesticides, pharmaceuticals, and petrochemicals, and sterilizes bacteria, viruses, and other pathogens. Additionally, the process removes heavy metals such as lead, arsenic, mercury, and selenium. Essentially, all of the health related contaminants are eliminated in a small, simple, and easy to integrate system.



Mark Owen, Puralytics CEO, receives the “Water Investment Idol” award from Steve Maxwell, TechKNOWLEDGEy Strategic Group founder and organizer of the conference.



This award follows several other recent accolades received by Puralytics. The Artemis Project selected Puralytics as one of the Top 50 Global Water Technology Companies in 2009 and 2010. Puralytics was a national finalist in the 2010 Imagine H₂O business plan competition focusing on water efficiency. Currently, Puralytics is a national finalist in the CleanTech Open, the premier business plan competition for green technology startups.

About Puralytics

Puralytics is an early stage company in Beaverton, Oregon, which has developed photochemical water purification products designed for the critical contaminants such as petrochemicals and pharmaceuticals, and also eliminate heavy metals like arsenic, lead, and mercury, and provide disinfection of bacteria, viruses, and other pathogens. Their products set new standards for sustainability and environmental protection.

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